

I Claim:

1. A method of labeling a glass, plastic or metal  
5 container or surface by means of a water based adhesive  
composition, said method comprising:  
(a) selecting a polymeric label having a density of  
less than 0.9;  
(b) applying a water based adhesive to said polymeric  
10 label to form a fastenable polymeric label;  
(c) fastening said fastenable polymeric label to a  
glass, plastic or metal container or surface; and  
(d) allowing said polymeric label to dry on said glass,  
plastic or metal surface or container.  
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2. A method for labeling a glass, plastic or metal  
container as defined in claim 1 wherein a hydrophilic  
layer is applied to said low density polymeric film  
20 before said water based adhesive is applied.
3. A method for labeling a glass, plastic or metal  
container as defined in claim 2 wherein water is  
applied to said hydrophilic layer to form a fastenable  
25 polymeric label.
4. A method for labeling a glass, plastic or metal  
container as defined in claim 2 wherein a waterbased  
adhesive containing a catalyst is applied to said  
30 hydrophilic layer to form a fastenable polymeric label.
5. A method for labeling a glass, plastic or metal  
container as defined in claim 2 wherein the reactive  
catalyst is crosslinkable with either the hydrophilic  
35 layer the adhesive layer or both layers.
6. A method for labeling a glass, plastic or metal

container as defined in claim 2 wherein the hydrophilic layer is a coated, coextruded or extruded layer.

5 7. A method for labeling glass, plastic or metal container as defined in claim 6 where hydrophilic layer is a coated layer.

10 8. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the adhesive is applied with 100% coverage or a pattern to the hydrophilic layer.

15 9. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein less adhesive is applied than is normally applied to a paper label.

20 10. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the polymeric label is a mono-layer or coextruded film selected from white or colored polypropylene, polyethylene, polyester, polystyrene, polycarbonate or compatibilized polymer blends.

25 11. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the polymeric label includes a reverse printed clear polymeric film which is laminated to the low density polymeric label surface.

30 12. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein an adhesion promoting tie layer or primer is used to promote adhesion of the hydrophilic layer to the polymer label.

35 14. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein an adhesion promoting layer is used on the print surface on the

polymer label to promote indicia adhesion.

5 15. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the printed indicia is formulated with slip aids and/or anti-static agents to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

10 16. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the printed indicia is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

15 17. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the exposed polymer layer is formulated with slip aids and/or anti-static agents known to those in the art to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

20 18. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the exposed polymer layer is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

25 19. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the hydrophilic layer is formulated with humectants for curl control and/or anti-block aids to control the layflat and

blocking properties of the label for optimum high speed application.

5 20. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the aqueous label adhesive is based on starch, casein, synthetic polymer or blends of starch, casein or synthetic polymers.

10 21. A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the hydrophilic layer activated by water into an adhesive layer is a derivative of polyacrylic acid or polyacrylic acid copolymer.

15 22. A method for labeling a glass, plastic or metal container as defined in claim 21 wherein the hydrophilic layer activated by water into an adhesive layer is a carboxylated sodium polyacrylate.

20 23. A method of labeling a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:

25 (a) selecting a polypropylene label having a density of 0.55 - 0.85;

(b) applying a water based adhesive to said polypropylene label to form a fastenable label;

(c) fastening said fastenable label to a glass or plastic container or surface; and

30 (d) curing said polypropylene label on said glass or plastic container or surface.

35 24. A plastic metal or glass container having a polymer label comprising a low density polymer, a dried water based adhesive which affixes said polymer label to said container, said polymer label containing a portion of said dried water based adhesive within said polymer.